

BULLETIN *of The* BUSINESS HISTORICAL SOCIETY

INCORPORATED

BAKER LIBRARY, SOLDIERS FIELD, BOSTON, MASS.

Volume IX, No. 3

MAY, 1935

Whole Number 54

TRADECARDS: an Overlooked Asset

By MRS. BELLA C. LANDAUER

Mrs. Bella C. Landauer is an authority on the subject of tradecards and is the author of numerous articles on the topic.

As the radio waves ebb, and the sponsor's hour draws to a close, advertising contact with the public is terminated. Only the memories of some exceptionally fine program linger in the minds of the radio audience. On the other hand, the lowliest huckster, who a century ago commissioned some printer to execute even the simplest tradecard describing his wares, achieved the guarantee — if one may use the phrase — of a limited immortality. This naturally depended somewhat on the durability of the paper or cardboard selected, but judging from the volume of material that has accumulated and has been handed down through the decades, the paper manufacturers of the olden days deserve our gratitude for the excellence of their products.

I assume that the reader of these Bulletins remembers the issue of April, 1931, wherein a concise resumé of the origin of tradecards was presented. Lest some one has forgotten or overlooked that article, I will skim lightly over the decorative, engraved French and English cards of the seventeenth and the eighteenth centuries, for they, after all, paved the way for our flood of advertising material. Even if we have discarded the exquisite daintiness of foreign taste and execution, we have substituted color, humor, variety, and originality, necessary to appeal to the complex tastes of our heterogeneous public.

The best known European artists were not averse to the making of mere tradecards, and we find examples in the works of Rops, Meryon, Bartalozzi, Kirk, Darly, Cruikshank, and Hogarth. In the United States, we also, in the earlier days, secured the services of the great engravers like Revere, Maverick, Smither, Hamlin,

ALBERT M. SMITH'S
PATENT PREMIUM
RECLINING AND SELF-ADJUSTING
CAR SEAT,



FOR NIGHT OR DAY TRAVELING.

The only Perfect Night and Day High and Low Back Seat, Combined in one, that has yet been invented.

PATENTED AUGUST 21, 1885.

New York Historical Society

A TYPICAL TRADECARD OF THE TRANSPORTATION CLASSIFICATION

Yeager, Akin, Shallus, Callender, and Tisdale. However, as time progressed lithography and other types of printing were introduced, violently changing the character of tradecards. Hereafter, save in isolated cases, engraved cards were relegated to oblivion.

The subject under discussion is so vast that I can endeavor to give only a vague sketch of the possibilities of tradecard interest. There are varied angles of approach. Harry B. Weiss wrote an article on "Metamorphoses Tradecards," and during the past year

the New York Historical Society published two contributions of mine. One dealt exclusively with cards printed by Currier and Ives and their artists, whereas the other was restricted to pictorial advertising featuring Barnum's "Jumbo." Equally extensive and intensive pamphlets could be written on historical cards, humorous cards, domestic scenes, agricultural scenes, flower series, theatrical series, sporting cards, and animal pictures, not overlooking the manifold divisions of commerce and the professions.

It may interest the reader to learn how my collection is classified, so I submit a list of the major headings:

Animals and Birds	Paper
Antiques	Periodicals
Arts and Decoration	Printing, Publishing, and Allied Trades
Banks and other Financial Institutions	Professions
Beverages	Real Estate
Building Materials and Trades	Religion and Philanthropy
Clothing	Schools and Colleges
Drugs and Medicines	Seeds and Plants
Dry Goods	Sports and Games
Electricity	Stationery and Office Supplies
Foods	Theatrical Enterprises
Hardware, Machinery, and Metals	Tobacco
Hotels and Resorts	Toilet Articles and Beauty Experts
House Furnishings and Utensils	Transportation
Insurance	Undertakers and Coffin Makers
Jewelry	United States Government Cards
Leather Goods	Warehouses
Libraries and Museums	Waterworks
Music and Musical Instruments	Wool
Oil	

Each of the above headings has a complete set of subdivisions, only two of which I will elaborate. These, chosen at random, are Animals and Transportation. Under the classification of Animals we list:

Dealers	Stock Farms
Exhibitions and Races	Stolen Animals
Foods and Remedies	Livery Stables
Horse Shoers	Veterinary Surgeons

Illustrative of these groups, I have selected a few typical trade-cards. You will note that I exclude envelopes, billheads, and broad-

sides from this category, although I have always maintained that they are allied and identified with this highly specialized branch of Americana.

I will now enumerate a few examples of the Animal group of cards:

Hill Side Stock Farm. "Horses Wintered or Pastured on Reasonable Terms. Box Stalls, Road and Carriage Horses a Specialty. All Stock at Owner's Risk. Frederick Willetts, Westbury, Long Island." The reverse side of this card bears a reproduction of "Bulldozed" by Currier and Ives, copyright 1877.

Dr. Abraham Howell's Genuine Tetter Ointment with two testimonial letters, witnessed by John Smith and Catherine Mitchel, and dated respectively 1817 and 1819, Philadelphia, Pa.

New England Vaccine Company, Chelsea, Mass.

One Lymph Cone with outfit consisting of ten uncharged

Ivory Points and small file \$3.00

Ten Ivory Points heavily charged 1.00

Single Points .20

The names of several dozen agents employed by the firm are listed geographically on the reverse side of this card. The illustration shows a detailed application of vaccine to a calf, as administered in the Veterinary's office.

S. S. Houghton. Pavilion Stock Farm, Oxford, N. H.; Boston Address, 55 Tremont Street. The elaborate illustration by Herrick depicts the prize horse "Geo. Wilkes, Jr.," with the stock farm as a background.

John McCann, Dealer in Ferrets, Fancy Fowls, Pigeons, and pets of all kinds. 13 Dock Square, and 63 Elm St., Boston, Mass. Minute illustrations of a pigeon and a fowl.

E. A. Wendell. No. 93 State St., Albany, N. Y. Birds and Rare Animals. "Our celebrated prepared food for Mocking Birds is unsurpassed." Illustration: Two birds resting on a branch.

The frequency of my visits to New England may have prejudiced my selection of tradecards. We find some rare cards in the South, especially in Texas, and also in the far West, but in age, interest and execution they do not as a whole compare favorably with those of the New England States, Pennsylvania, Maryland, and New York.

I have digressed for a moment before approaching the subdivisions of Transportation. These include: —

Air Transport

Bus Service

Carriage Service { Livery Stables
Post Chaise

Express and Freight Service { by Land
 by Water
Railroad Lines
Steamship Lines
Street Car Lines
Taxicab Service
Miscellaneous: Bicycles, Carriages, Wagons, Motor Boats,
 and Rowboats.

This, one of the most complicated of the subdivision lists, is just as prolific as Dry Goods, Hardware, Hotels, Insurance, and Theatricals. With such an "embarras de richesse," how can I limit myself to the choice of only a few examples?

Franklin's well known rebus "The Art of Making Money, Plenty" adorns the card of Sam T. Fisk's Cut Rate Ticket Offices located in Toledo, Detroit, Cleveland, and Buffalo. Montgomery and Vrooman, Toledo, Printers.

People's Line Steam Boats for New York. From the foot of Hamilton St., Albany, 1841. Fare \$1. Illustration: Steamboat "North America," M. H. Truesdell, Commander.

Geo. E. Robinson, Sail Maker, Awnings, Tents, Tarpaulins and Flags. Ave. A. between 23d and 24th Sts., Galveston, Texas. Illustration: Clipper ship in full sail.

Albert M. Smith's Patent Premium Reclining and Self-Adjusting Car Seat. (See illustration.)

Harvey S. Chew, Livery Stables, Philadelphia, Pa., 1858. Illustration: A spanking team harnessed to a victoria; ornate black background.

Zim. H. Austin's Livery. Rear of American Hotel, Geneseo, N. Y. Carriages run to and from the Valley Rail Road regular. Illustration: Horse and roadster.

Buffalo and Albany Coach Lines. The Pilot Mail Coach. Day and Follette, Printers, Buffalo. (See illustration.)

Harnden and Co., Philadelphia and New York Express, 1843. Illustration: An early steam side-wheeler. Also a locomotive drawing a freight wagon and a passenger coach, extremely similar to some shown by Walker and Co., Concord and Boston Package Express of same date. The latter card, however, substitutes a three-team post chaise for the side-wheeler.

Our research could comprise each and every trade, for everything has been advertised, proving thus that laundry ladies, tattooers, and undertakers are equally anxious for publicity. These early trade-cards, arousing contemporaneous interest, depict the various periods adequately. Theatrical scene painters and costumers, ever on the alert for local color and atmosphere, as well as modern com-

mercial artists, should delve into the study of these collections and garner inspiration. Business men, by reviewing the past history of their special interests, will find the volume of material unearthed most illuminating. We have barely scratched the surface of the mine of tradecard information and revelation, and in the future stores of treasures will be brought to the surface to be fittingly used.

Like Enoch Morgan's Sons Co. in 1878, appropriating Bret Harte's "Excelsior" to enhance the delightful advertisement for their product:

"One Sabbath morn, as heavenward
White Mountain tourists slowly spurred,
On ev'ry rock to their dismay
They read that legend strange, alway — 'Sapolio'."

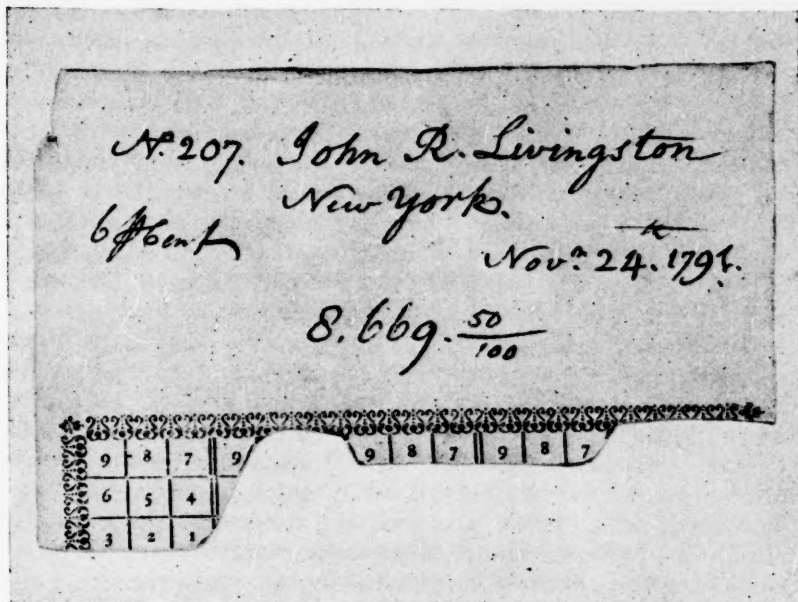
A Fragment from an Earlier Crisis

BY DR. ARTHUR H. COLE, *Librarian, Baker Library*

THE exigencies of Government finance under the stress of present-day conditions call to mind the difficulties with which the new Federal Government and its youthful Secretary of the Treasury, Alexander Hamilton, were confronted at the beginning of the first Washington administration. Indeed the manner in which the first Secretary of the Treasury met these problems and the lessons which his solutions seem to have for the present emergency have occasioned the reprinting of Hamilton's great State papers on the national debt, the establishment of a national bank, and the protection of manufactures. Under the inspiration of the Honorable Elihu Root and President Butler of Columbia University, these documents have been reissued in a volume entitled "Papers on Public Credit, Commerce, and Finance."

The attention of the Harvard Business School has been drawn to the same early difficulties of Federal finance by a gift from Mr. J. Pierpont Morgan of a unique manuscript item. This item is a small book made up of the stubs retained by the United States Loan Office after it had issued new certificates in exchange for earlier obligations. More specifically, this volume contains the stubs pertaining to certificates numbers 191 through 286, issued by the United States Treasury in exchange for obligations of the several states which in accordance with the Funding Act of August 4th, 1790, the new Federal Government had assumed.

It will be recalled that the new Government was faced with three major questions of financial policy: What should it do with the debt owed to foreign governments? On what terms should it redeem its domestic debt — a debt created by its own various agencies chiefly in the Revolutionary period and allowed to decline far below par



A STUB FROM THE 1791 BOND BOOK OF THE UNITED STATES GOVERNMENT

values in the "critical period" of the Confederation? And what should it do with the debt created by the several States largely in aid of the common struggle for independence? The new Administration, including the first Congress, agreed without any appreciable argument to a prompt, full repayment of its foreign obligations. Payment of the second variety of obligation at par was agreed to only after vigorous argument by Hamilton and his supporters. Most difficult was the task of persuading Congress to take over the debts of the several States. Among the obstacles was the unequal amount of debt between the Northern and Southern States. This final obstacle was overcome only by a bargain between Hamilton and Jefferson whereby in exchange for the assumption of State

debts by the Federal Government the National Capital was fixed as a southerly point, namely, on the Potomac River between Maryland and Virginia.

The document presented to the Harvard Business School by Mr. Morgan relates to the assumption of State debts. It formed part of the records of the United States Loan Office located at New York, and is probably the only item of its kind not in the archives of the United States Government. Unique in this regard, it is also of interest in other respects. Folded into the book is a specimen of the type of certificate issued by the Loan Office. — This particular certificate was never issued, since the clerk made an error in filling it out. Apparently Mr. John Warder, a Philadelphia merchant, had possessed "stock" or other obligations issued by the State of South Carolina. He was turning it over to the Federal Government and was receiving Federal "stock" in exchange. This particular certificate of stock should have been made out for \$221.98 of "deferred" stock — not "3 per cent" stock, as the clerk erroneously specified — and the reason for the peculiar odd sum lies in the complicated terms of the Refunding Act. Three types of new Federal stock were to be issued in exchange for State debts. Four-ninths of the capital amount of State obligations were to be redeemed with Federal stock paying six per cent immediately, three-ninths in three per cent stock also paying interest at once, and two-ninths in six per cent stock on which interest would be paid after the year 1800. John Warder appears to have had claims against the State of South Carolina amounting to \$998.91; and as various stubs in this present volume indicate, he received six per cent stock to the value of \$443.96, three per cent stock to the amount of \$332.96, and "deferred stock" to the value of \$221.98. The United States Treasury's issuing securities for these irregular amounts does seem strange to this day and generation.

Again, the stubs of this little volume contain a score of illustrious names. There is Andrew Craigie, formerly apothecary-general of the Revolutionary Army, who in 1791 was deeply involved in speculations centering in Government stock. There is Edward Livingston, the distinguished jurist, and his kinsman, Brockholst Livingston, also a figure in American legal life, later Justice of the Supreme Court. There are merchants, such as Joseph Barrell and James Watson of New York. There is Comfort Sands, later founder of the *Atlantic Magazine* and sharer with William Cullen Bryant in its early editorship. Finally — and curious enough — there is John

Pintard, who has been called "the father of historical societies in America," a collector of books and leader in the founding of the Massachusetts and New York Historical Societies. Either of the societies which he helped to start would have been glad to have this item containing his name.

This volume forms a notable addition to the extraordinarily rich collection of manuscript material relating to the economic and business development of the United States, which, with the collaboration of the Business Historical Society, Baker Library has been able to assemble: account books, letter books, and the like, running to thousands of volumes and relating to scores of enterprises in various lines of business activities. This Hamiltonian item will find its place with the group of volumes pertaining to various governmental activities, such as the Custom House records of Marblehead and the letters of Isaac Briggs, surveyor of the Mississippi territory, 1806-07. It will add further distinction to the collection, which is already the most extensive of its sort in the world.

De Wolf Family Papers

MANY of the manuscript collections found in the Baker Library center around a particular individual rather than around a certain company or business concern. In such an instance it is usually true that the subject matter of the papers will reach into a wide variety of fields. A case in point is the De Wolf family collection, dealing largely with the activities of James De Wolf of Bristol, Rhode Island. Nominally De Wolf was a merchant, but his interests extended to numerous other spheres, including shipping, estate management, privateering, and politics. In a summary fashion this paper will trace a few of his varied pursuits.

A great deal has been written about the American privateer, but a foreign slant on privateering is revealed in one of the De Wolf papers. In April 1809 an American vessel, the "Suwarrow," bound for Sweden, was seized by a Danish privateer. At this period Sweden was at war with the Danes along the Norwegian border, and was also in conflict with the Russians on her East coast. Napoleon had dispatched an army into Jutland to aid Denmark, while England had thrown its support to Sweden. According to the regulations of privateering the Danes did not have the right to take a neutral American vessel, but the seizure of the "Suwarrow" was justified

on the ground that the vessel was sailing under the American flag in the interest of a group of English merchants. At a subsequent prize court investigation in Christiansand, Norway, the prize was awarded to the Danish privateer. "The alleged circumstances appear to be enough for proving: That England under the American Flag in a mediate manner, endeavours to forward its commerce."

James De Wolf was also an important privateer in his own name, for during the War of 1812 Edgar S. Maclay in "A History of American Privateers" reports that De Wolf had a three-fourths interest in the "Yankee," a famous privateering vessel of the day. The "Yankee," commanded by Captain Oliver Wilson, sailed on its first cruise in July 1812; and on August 1 it sighted its first British vessel. After a fierce battle at close quarters, the English ship was forced to surrender. Several other captures were made before the completion of the first voyage.

An interesting and daring exploit of the second voyage was the capture of the British brig, the "Fly." Anchored under the forty guns of the African fort of Appalonna, the "Fly" was boarded by the "Yankee" crew, who were successful in cutting the anchor and carrying off the prize. During the third voyage the "Yankee" captured a vessel believed to be falsely flying the Spanish flag. It developed that the ship was in reality Spanish; and after the mistake was discovered, the captain of the "Yankee" apologized and released the boat. At the end of three voyages, the "Yankee" had successfully captured twenty-two vessels without the loss of a single man. The "Yankee" went on six privateering expeditions which resulted in the capture of forty vessels and the seizure of property worth five million dollars.

Today we have our miniature golf enterprises and our Florida land booms, but business fads are not solely a modern phenomena, for De Wolf and a group of his associates participated in a merino sheep importing craze that swept the country in 1810. Some conception of the hysterical enthusiasm over this fad is given in the famous 1810 pamphlet, also in Baker Library, called "Antidote to the Merino-Mania now Progressing through the United States." "We have heard it stated that \$500, \$1,000, and even \$1,500 have been given for a Merino ram . . . and that cloth from Merino wool has been sold at 14 and 15 dollars per yard. The present publication will evince if these prices are not beyond all limits of propriety, and whether the business thus carried on is not likely

to degenerate into a mere system of speculation, which, whilst it benefits a few, will bring ruin to thousands."

The merino is believed to have descended from a type of sheep originally introduced into Europe from Asia Minor. Each westward movement of the breed resulted in an improvement in the stock, until finally, when it reached Spain, it was developed into the finest woolled breed of the world. A United States Department of Agriculture report on the sheep industry made in 1892 states that "the excellence of the Merino consists in the fineness of the wool and in the weight of it yielded by each individual sheep; the closeness of that wool and the luxuriance of the yolk, which enables it to support extremes of cold and wet quite as well as any other breed; the ease with which they adapt themselves to every change of climate; . . . an appetite which renders them apparently satisfied with the coarsest food; and a gentleness and tractableness not excelled in any other breed."

For centuries Spain had preserved her monopoly of merino sheep, but in 1723 she allowed members of the Swedish royalty to purchase some of the breed. Periodically throughout the eighteenth century various European rulers obtained small flocks of merino sheep in order to improve their domestic stocks. By skillful breeding Saxony was able to develop a breed of sheep superior to the Spanish variety. When Spain finally realized that by these actions she was destroying her own monopoly, she attempted to impose restrictions against exportation, but the damage had already been done. Foreigners were familiar with the breed, and desired heartily to increase their supplies. During the Napoleonic wars the heavy exodus of sheep from Spain began. At the time of Napoleon's invasion of Spain thousands of sheep were killed for meat, and other thousands were driven out of the country. Adventurers of every description smuggled large numbers of sheep. Even George III of Great Britain employed secret agents in sheep-smuggling expeditions.

The first recorded importation of merino sheep into America was made by William Foster of Boston, who smuggled two ewes and a ram out of Spain in 1793. Such well known persons as DuPont de Nemours and Robert R. Livingston early recognized the value of merino sheep and encouraged their importation. It was not until 1809 that American farmers actually began to appreciate the importance of the breed. Between September 1810 and September 1811, the height of the merino "mania," one hundred and eighty vessels brought more than 18,000 sheep into this country from

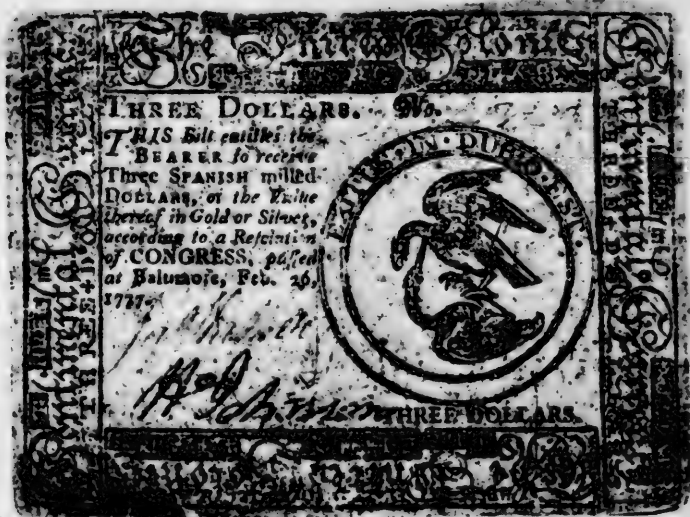
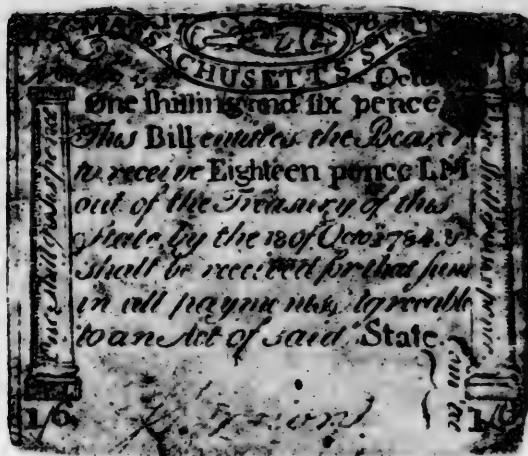
Spain and Portugal. In 1810 De Wolf and a group of his friends joined the merino enthusiasts when they employed an agent to go to Spain to secure sheep. According to the agreement the agent was to "take the best measures his judgment may suggest for procuring and shipping the sheep."

During the latter part of his life James De Wolf became active in politics. Letters in the collection indicate a strong interest and considerable influence in national affairs. He was also interested in local affairs, and at one time served in the Rhode Island Assembly. A number of persons interested in laws on religious matters dealt with De Wolf, and one in particular asked that he introduce a proposal for a code regulating ecclesiastical associations. Among the provisions of this code was one requiring that all ministers be married. "Therefore, that all ministers of the gospel being under thirty years of age, may continue to preach for seven years, and being over thirty years, may continue to preach for five years, without forming matrimonial connexions, after which, they shall either get married or discontinue to preach."

The Effect of the Adoption of the National Currency System on the Keeping of Business Records

IMAGINE the consternation and confusion in the American business world if Congress should decide tomorrow that henceforth the dollar would no longer be the basis of our currency, but that a new monetary system with some unit such as the franc or the pound would be adopted. From the standpoint of accounting and business records, there would be a long period of adjustment to the new system. Probably government books would be changed to the new system immediately, but some business enterprises would undoubtedly carry dollars on their records for many months.

A situation somewhat akin to this confronted American business men shortly after the Revolutionary War when the national currency system was adopted. Prior to the adoption of the dollar by the Federal Government there was considerable heterogeneity in the money of account. The different portions of the country tended to use the currency of the mother country of the inhabitants. French money prevailed in the North and in Louisiana, Spanish



TWO BILLS ISSUED DURING THE REVOLUTIONARY WAR
 ONE EXPRESSED IN PENCE AND THE OTHER IN DOLLARS

around the Gulf, Dutch in New York, and English along most of the coast. A few of the colonies issued currency, but the preponderance of the circulating medium was foreign coin. Although there was a tendency for the coin of a mother country to predominate in a certain racial district, it was the usual thing for numerous other types of foreign coins to circulate in that same territory, and it was not uncommon to find books of account recorded in more than one monetary unit. Thus it is readily discernible that with this conglomeration of coins the adoption of a single system made a great deal of adjustment inevitable.

Although the Federal Government began the coinage of silver in 1794 and gold in 1795, the old and foreign coins remained current for a long time. Inasmuch as few coins were produced prior to 1800 the new system of money crept in slowly. Charles Kasson Wead in a paper, "On the Trail of the Dollar," reports that the dollar was thought of rather as a material thing than as a money of account. "The man who advertises 'Ten dollars reward' for a runaway slave, or like General Howe, 'Five dollars bounty to a soldier' will still keep his accounts in shillings and pence."

The slowness with which the new monetary system penetrated business records is evidenced by several Baker Library manuscripts. In the general store records of J. Perkins it was 1799 before dollars began to appear in the accounts, and it was 1820 before the dollar was the only currency mentioned. The John Swain ship chandlery journal was converted to dollars in 1800, and the taxation accounts of Rehoboth, Massachusetts, were recorded in dollars after December, 1795. In general, it can probably be said that government records were accounted for in dollars shortly after American coinage began. It took a little longer for industries connected with foreign commerce to adopt the dollar system. Finally purely domestic industries were the last to incorporate the new unit in their accounts. There is also a possible correlation between the length of time required to adopt the dollar and the geographical location of a particular industry. Seaboard business houses tended to recognize the new currency before the inland business organizations.

Collection of Photographs of Contemporary Business Leaders

The Society has lately interested itself in securing the photographs of our contemporary business leaders, to supplement a similar collection of the photographs of pioneers in American industry, which has been assembled only after considerable difficulty. This collection is not only of present educational value, but will also constitute a valuable legacy for posterity. The results thus far achieved have been most gratifying. The following photographs are gratefully acknowledged:

- Mr. Charles L. Allen, Chairman, Norton Company, Worcester, Mass.
Mr. Vincent Astor, New York City
Mr. Earl D. Babst, Chairman, American Sugar Refining Company, New York City
Mr. Bernard M. Baruch, New York City
Mr. Edward B. Bayley, Senior Partner, Henry W. Peabody & Company, Boston
Mr. Henry W. Peabody, founder, Henry W. Peabody & Company, Boston
Mr. Cornelius N. Bliss, New York City
Mr. L. R. Clausen, President, J. I. Case Company, Racine, Wisconsin
Mr. J. I. Case, Founder of the J. I. Case Company
Mr. W. P. Chrysler, Chairman, Chrysler Corporation, New York City
Mr. D. A. Crawford, President, Pullman Company, Chicago
Mr. George M. Pullman, founder, Pullman Company, Chicago
Mr. Edward F. Carry, a recent President, Pullman Company, Chicago
Mr. E. A. Cudahy, Sr., Chairman, The Cudahy Packing Company, Chicago
Mr. William C. Dickerman, President, American Locomotive Company, New York City
Mr. James D. Dole, Chairman, Hawaiian Pineapple Co., Honolulu
Mr. James A. Farrell, former President, United States Steel Corporation, New York City
Mr. Frederic H. Frazier, Chairman, General Baking Company, New York City
Mr. Alfred C. Fuller, President, The Fuller Brush Company, Hartford, Conn.
Mr. Addison L. Green, Chairman, Farr Alpaca Company, Holyoke, Mass.
Hon. Simon Guggenheim, President, American Smelting & Refining Company, New York City
Mr. John Hays Hammond, Washington, D. C.
Mr. W. A. Irvin, President, United States Steel Corporation

- Mr. J. L. Kraft, President, Kraft-Phenix Cheese Corporation, New York City
Mr. E. J. Kulas, President, Otis Steel Company, Cleveland, Ohio
Mr. F. L. Lipman, Chairman, Wells Fargo Bank & Union Trust Company, San Francisco
Mr. G. W. Mason, Chairman and President, Kelvinator Corporation, Detroit, Michigan
Mr. Wm. G. Mather, Chairman, The Cleveland-Cliffs Iron Company, Cleveland, Ohio
Mr. Thos. H. McInnerney, President, National Dairy Products Corporation, New York City
Mr. Frank H. Metcalf, President, Farr Alpaca Company, Holyoke, Mass.
Mr. J. P. Morgan, New York City
Mr. W. H. Phelps, President, American Can Company, New York City
Mr. John D. Rockefeller, Sr., New York City
Mr. John D. Rockefeller, Jr., New York City
Mr. David Sarnoff, President, Radio Corporation of America, New York City
Mr. Charles M. Schwab, Chairman, Bethlehem Steel Corporation, New York City
Mr. Alfred P. Sloan, Jr., President, General Motors Corporation, New York City
Mr. Gerard Swope, President, General Electric Company, New York City
Mr. Myron C. Taylor, Chairman, United States Steel Corporation, New York City
Mr. S. M. Vauclain, Chairman, Baldwin Locomotive Company, Philadelphia
Mr. S. D. Warriner, President, The Lehigh Coal and Navigation Company, Philadelphia

Secretary's Column

ACQUISITIONS

Since the publication of the last Bulletin the Society has received and gratefully acknowledges the following acquisitions:

From American Petroleum Institute, New York City: *Proceedings Fifteenth Annual Meeting American Petroleum Institute.*

From Miss Mary R. Cochran, Head of Reference Department, Public Library of Cincinnati, Cincinnati: *New England Business Directory of 1865*, published by Adams, Sampson & Co., Boston.

From Miss Jennie F. Copeland, Mansfield, Massachusetts: eight items relating to the manufacture of nails on the "putting out" or "domestic" system, dated 1814-1817; five bills covering cooperage, farm labor, horse shoeing and making and shoe repairing, dated 1820-1844.

From Mr. Seth T. Gano, Boston: Wendell L. Wilkie, President of the Commonwealth & Southern Corporation, *Government and the Utilities*, 1935; speech delivered by Chancellor Adolph Hitler before the German Reichstag on July 13, 1934; miscellaneous pamphlets.

From Industrial Relations Section, Princeton University, Princeton, New Jersey: Eleanor Davis, Assistant Director, Industrial Relations Section, a booklet, *Personnel Programs in Banks*, 1935.

From International Salt Company, Scranton, Pa.: twenty-eight photographs of mechanical operations, relating to the mining and refinement of salt.

From Johns-Manville Company, New York City: seven photographs, portraying the manufacture of asbestos and roofing material.

From Mr. Herbert A. Kellar, Director, McCormick Historical Association, Chicago: twenty-four account books, eight small memorandum books, two bank pass books, invoices, bills of lading, receipts, letters, and an insurance policy, of Perry & Sherman, Coal Dealers, New Bedford, Massachusetts, covering the period, approximately, from 1817 to 1877.

From Lea & Febiger, Philadelphia: *One Hundred and Fifty Years of Publishing, 1785-1935*, published by Lea & Febiger, 1935.

From Mr. J. P. Morgan, New York City: a photograph of the Board of Directors of the United States Steel Corporation, by Underwood & Underwood, New York.

From National Dairy Products Corporation, New York City: thirty-five mechanical action pictures, showing the various phases of the production operations of the National Dairy Products Corporation and the Kraft-Phenix Cheese Corporation.

From Phelps Dodge Corporation, New York City: Notices to stockholders of the Phelps Dodge Corporation, dated 1929, 1930, 1931 and 1934; *Properties and Products*, a pamphlet issued by the Phelps Dodge Corporation Nov. 16, 1931; *Trade Marks National Electric Products*, a leaflet; *Minute Adopted at a Meeting of the Board of Directors of Phelps Dodge Corporation on July 10th, 1918, in regard to the death of Dr. James Douglas*.

From South Dakota State Historical Society, Pierre, South Dakota: five bills of James Edwards, Store Keeper, Wine & Spirit Merchant, Commission Agent, of the Australian Meat Co., Ltd., Ramornie, N.S.W., 1870-1879.

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